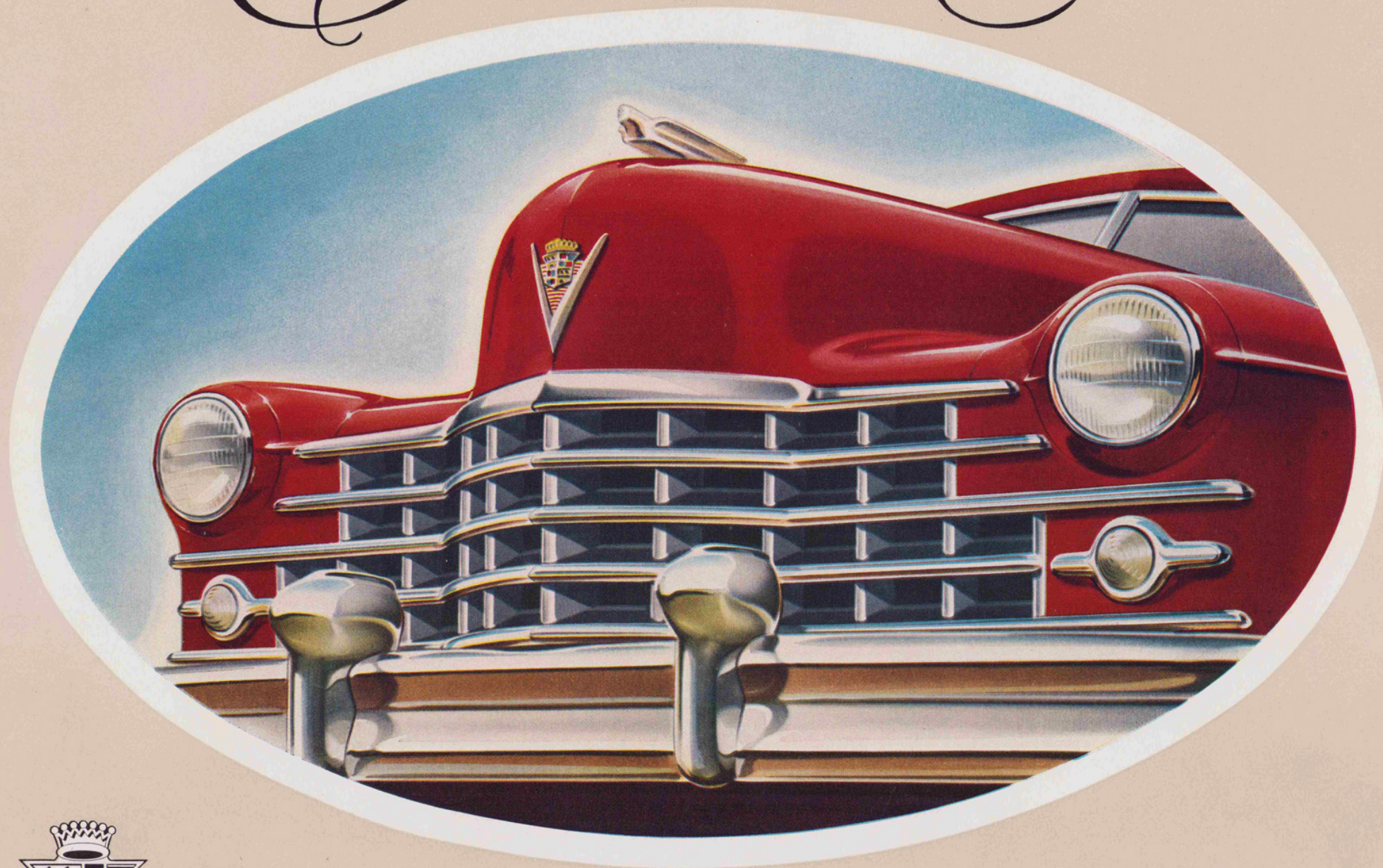


Cadillac

FOR 1947



A NEW STANDARD OF THE WORLD

America's Most distinguished motor car!



Powered by Cadillac's great V-type engine

and General Motors Hydra-Matic Drive—and marked by smart new innovations in both



exterior and interior design—the 1947 Cadillac is the handsomest, smoothest,

finest-performing Cadillac ever built.

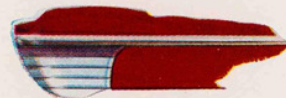


Product of forty-four years of progressive

betterment, it is the undisputed leader in all that makes a motor car a pleasure to drive and a joy to

possess. The pages of this brochure portray the various *Cadillac* body types available.

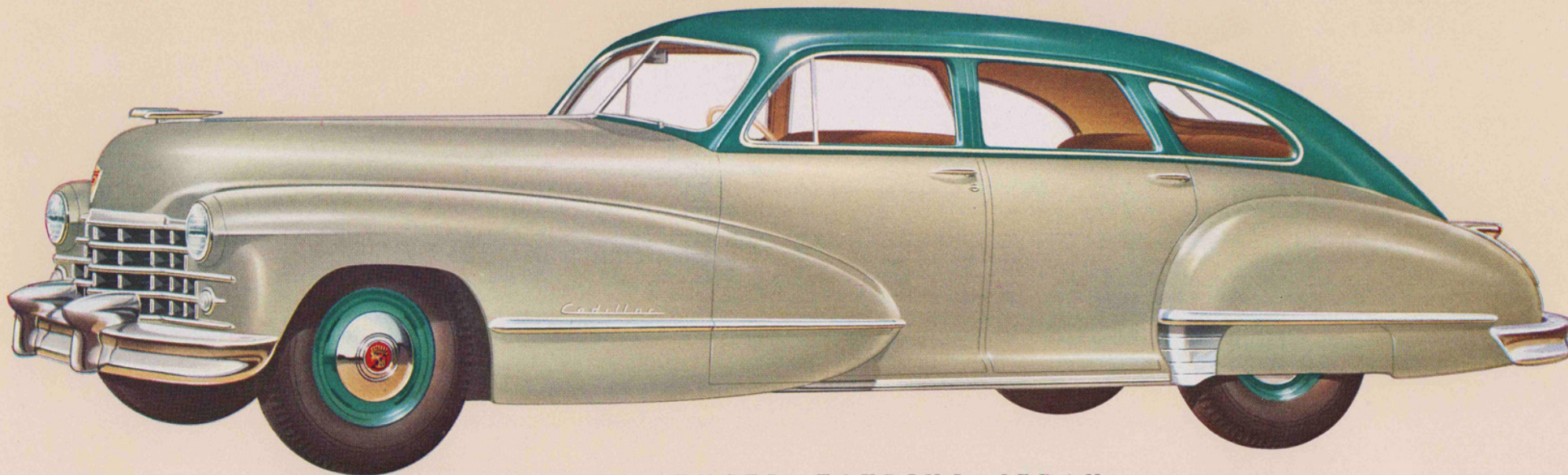
Each may be had



in a wide variety of colors—with upholstery fabrics

of smart new design. A look will tell you—and a ride will confirm—that

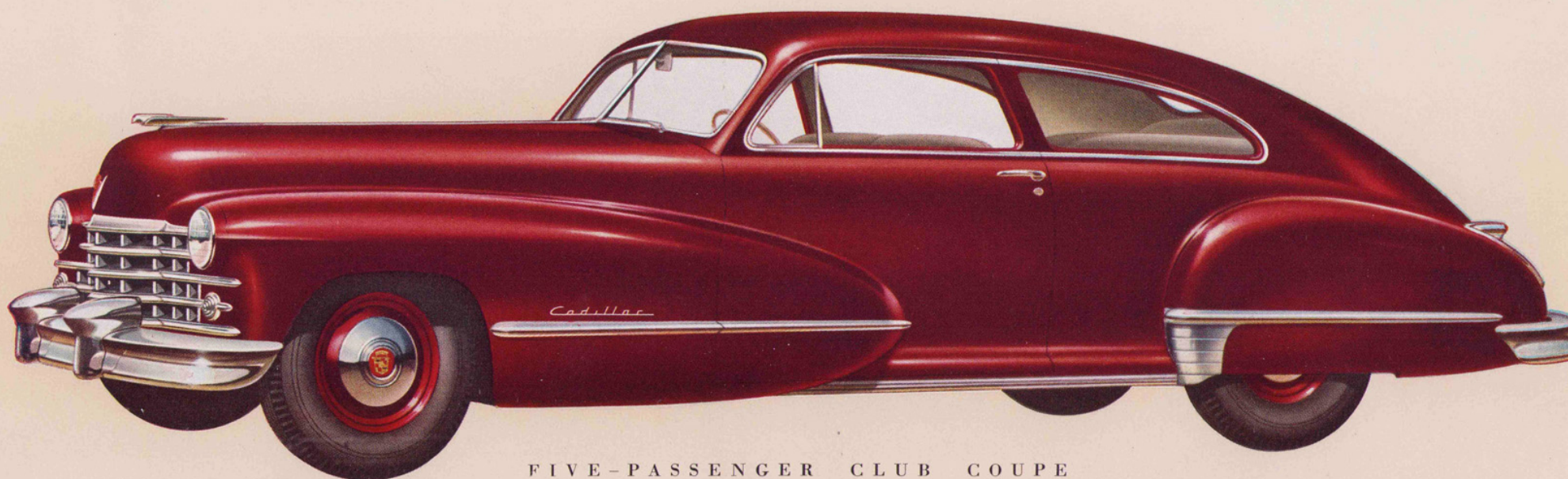
the "Standard of the World" has been raised again!



FIVE-PASSENGER TOURING SEDAN

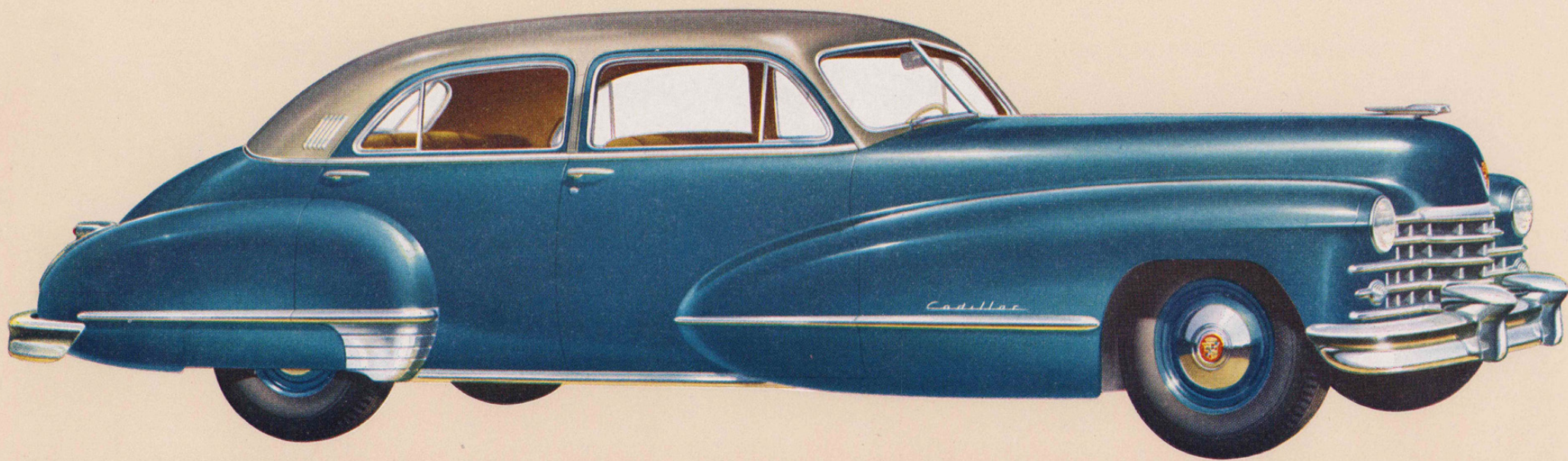
The Popular Sixty-One Series!

This attractive, lowest-priced Cadillac series is designed to bring Cadillac's incomparable standards of quality to the widest possible owner group.

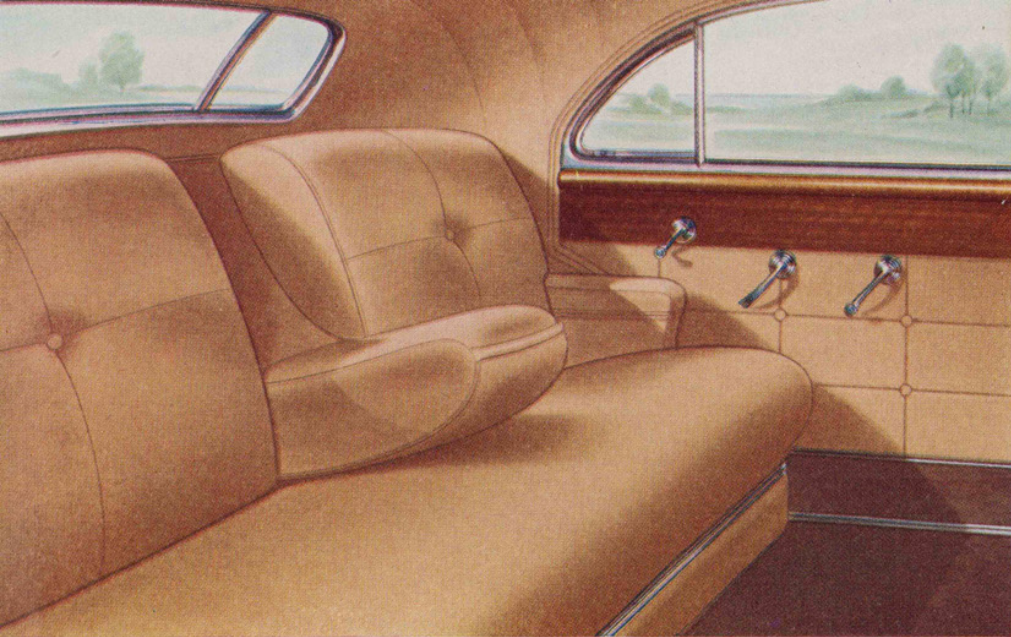


FIVE-PASSENGER CLUB COUPE

The Distinguished Sixty Special!



FIVE-PASSENGER TOURING SEDAN



Fleetwood has contributed an air of ultra smartness to this richly appointed Cadillac Sixty Special interior.

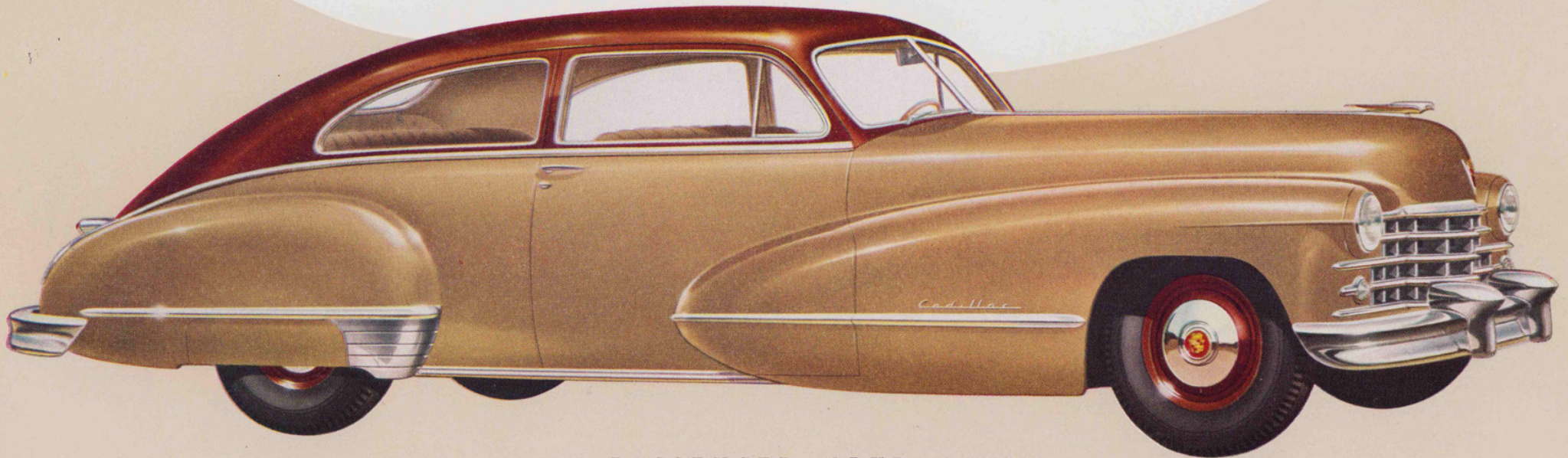
*F*rom the day some ten years ago when

it first startled the automotive world with its smartness and performance—and inaugurated an entirely new approach to automotive design—the Cadillac Sixty Special has paced the progression in the motor car field. The 1947 model, combining the ultra smartness of Fleetwood design with new interior and exterior refinements, moves forward in the finest tradition of this remarkable car. Typical of the luxury features that distinguish the Sixty Special are the oriental walnut trim paneling throughout the interior . . . upholstery of Bedford cord or striped broadcloth . . . individually wrapped and tied Marshall springs, the finest in seat cushions . . . a smart ash tray set in the back of the front seat . . . instrument faces designed for the maximum in visibility . . . electric clock recessed in the glove compartment . . . flicker signal in the speedometer for directional indicator . . . All-Weather ventilation system . . . and many other extraordinary features.

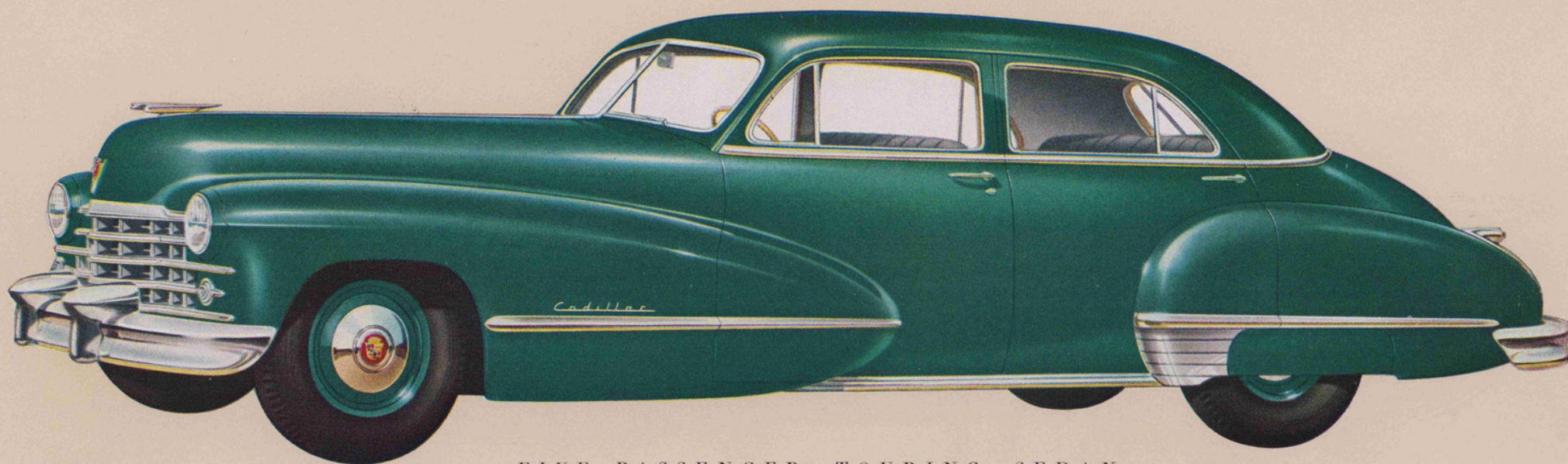
Truly, the Sixty Special combines the maximum in automobile styling, performance and luxury.

The Beautiful Sixty-Two Series!

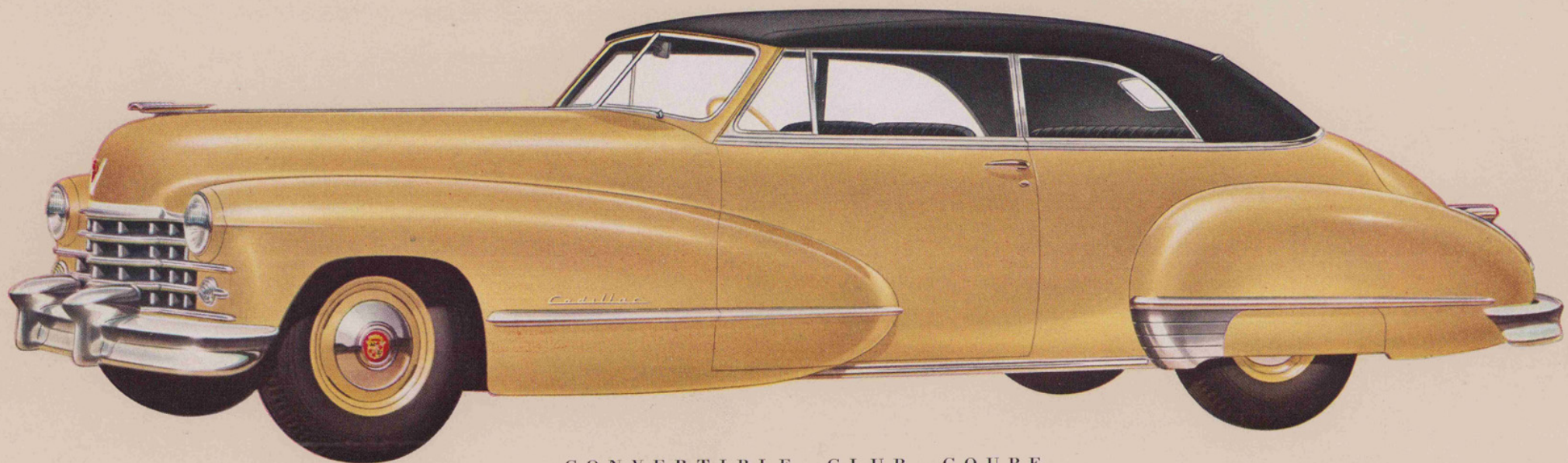
*I*n all Cadillac history, there has never been such a perfect blending of quality and practicality as is offered in the 1947 Cadillac Series Sixty-Two—available as a five-passenger Touring Sedan, a Club Coupe, or a Convertible. Whatever model you select, you will find it unsurpassed for performance—and you will find every convenience, comfort and luxury feature for which the Fisher name is renowned throughout the world of coachcraft. To attempt to describe each model in detail would carry this brochure beyond practical limits. We suggest, therefore, that you see your dealer for complete information concerning the numerous options available to purchasers of this extraordinary car. Arrangements can then be made for your personal inspection of the particular body type in which you are most interested.



FIVE-PASSENGER CLUB COUPE



FIVE-PASSENGER TOURING SEDAN



CONVERTIBLE CLUB COUPE



Front compartment of the Series 62 Coupe showing special steering wheel, General Motors Hydra-Matic drive, as well as radio and heater which are optional on all models.

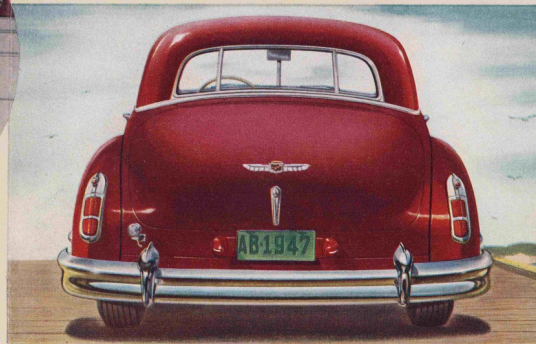


In this most luxurious of all Cadillac models, Fleetwood has overlooked no detail that would contribute to the convenience and comfort of passengers.

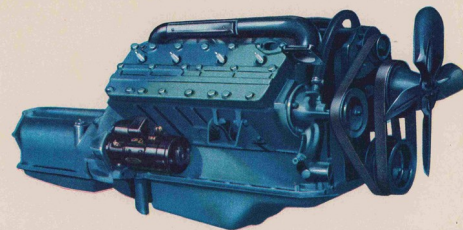
Supreme comfort Ultra smart coachwork

Of all the attributes which make a Cadillac desirable, none is more obvious than the smartness and comfort of the Fisher and Fleetwood coachcraft. Interiors are as luxurious and inviting as a custom-decorated living room and equally as individual in their styling and appearance. Indeed, the keynote of Cadillac interiors might well be termed "livability." Cushions and seats are deep, scientifically-contoured, and pitched at the proper angle to induce relaxation. Appointments are designed both for convenience and beauty. Upholsteries are rich in fabric and tasteful in color and tailoring. We think of your Cadillac as your "home on wheels"—and our designers spare no effort or expense which will add to your comfort or convenience.

*Matchless
Performance!*

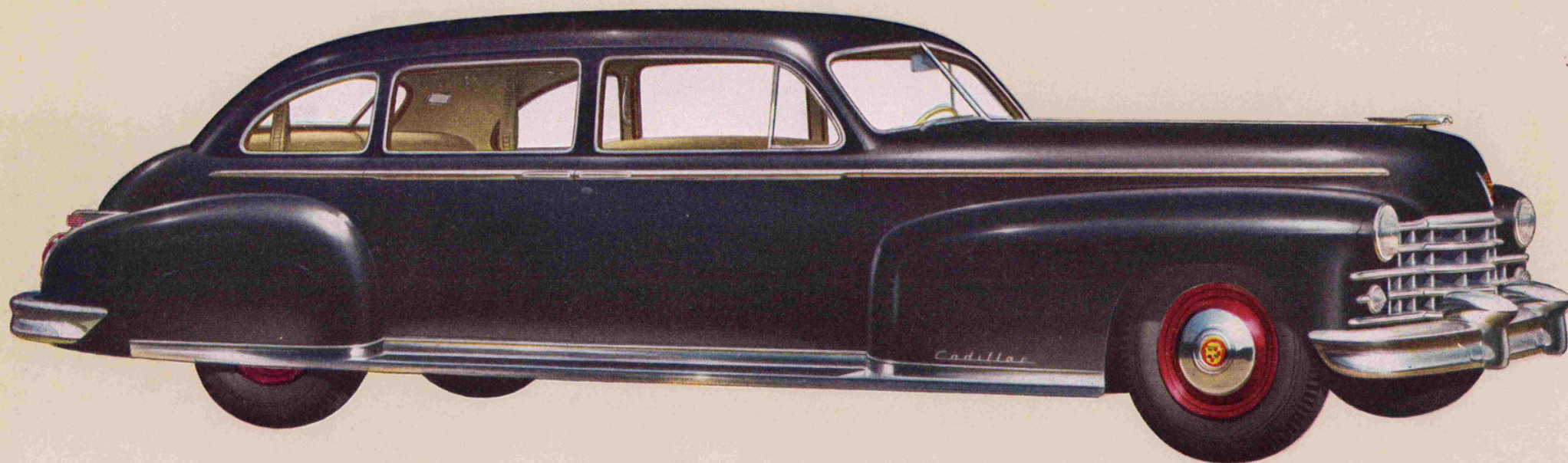


Rear view of the Series Sixty-Two Sedan



Of course, Cadillac leads in *all* things. But, as every Cadillac owner knows, Cadillac leads *most* in PERFORMANCE! Today, Cadillac's traditional performance leadership is greater than ever. The Cadillac improved V-type engine, supplemented by the General Motors Hydra-matic Drive, unquestionably provides a combination of power, dependability and smoothness of operation that is beyond all comparison. Gear shifting is accomplished *automatically*. The briefest ride will reveal that here is performance which the world has never seen before.

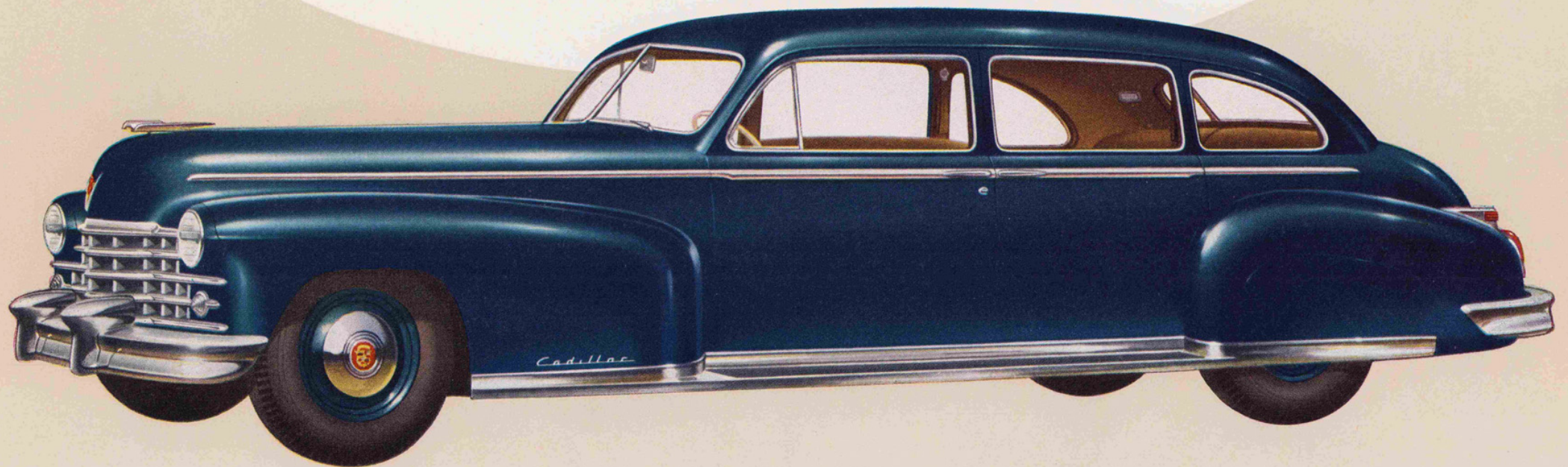
The Luxurious Series Seventy-five!



CADILLAC-FLEETWOOD SEVEN-PASSENGER TOURING SEDAN
(Available also with divisional glass between compartments)

*T*he dominance of the great Cadillac-Fleetwood

Seventy-Five is so pronounced that even the most casual inspection reveals its superiority. The chassis, of course, is Cadillac craftsmanship at its optimum—and the Fleetwood coachcraft reveals the artistry of the one remaining builder who works exclusively to custom standards. Whether you view the Cadillac-Fleetwood Seventy-Five from the curb, or whether you test its greatness as a passenger, or at the wheel—it will instantly reveal itself as the world's most renowned motor car. It offers, of course, everything that a distinguished motor car should provide—in most generous measure. We suggest a personal conference with your dealer—so you may express your individual preference concerning the many options available to the purchaser of this incomparable car.



CADILLAC-FLEETWOOD FIVE-PASSENGER TOURING SEDAN

S P E C I F I C A T I O N S

ENGINE: Cadillac precision-built 90° V-type 8 design, L-head, bore 3½, stroke 4½, displacement 346 cu. in. Engine mounted in rubber at three points. Taxable horsepower 39.20—brake horsepower 150 at 3,400 r.p.m.

PISTONS: Lightweight, precision—manufactured to Cadillac quality standards. Surface treated to prevent scuffing. Pistons fitted with two compression rings and one oil ring which are surface treated with ferrous oxide for durability.

CARBURETION: Dual down-draft with equalized manifolding, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.

GASOLINE TANK: Capacity 20 gallons; Series 75—24 gallons.

GENERATOR: Delco-Remy peak load current controlled generator maintains charging rate even when headlamps, radio, and heater are being used.

CLUTCH: 10½" outside diameter semi-centrifugal single-plated torbend disc; Series 75: 11" outside diameter semi-centrifugal single dry plate torbend disc. Permanently lubricated ball throwout bearing reduces service expense.

TRANSMISSION: SYNCRO-MESH—Cadillac pioneered and built with pin type synchronizers, sliding low and reverse gears and constant-mesh second gear. Helical transmission gears fully carburized for hard use and long life.

HYDRA-MATIC transmission consists of 2 planetary gear units—fully automatic, thus eliminating clutch and need for manual shifting.

LIGHTING: Sealed-Beam safety lighting system insures brilliant road illumination, accurate lamp adjustment and lasting reflector polish.

DIRECTIONAL SIGNALS: New, exclusive type which signals driver's intention to turn by flashing lights in parking and rear lamps. Operated by a lever located under left side of steering wheel which automatically returns to off position after turn is made.

FRONT SUSPENSION: Independent Knee-Action front wheels, simple and sturdy with large, helical coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by eleven years' use and millions of miles of testing.

SPRINGS: Independent helical coil type, front suspension, rear springs semi-elliptic type; spring leaves lubricated by wax-impregnated liners; 54½" long, 2" wide; Series 75: 56½" long, 2" wide.

BRAKE: Super-Safe hydraulic brakes operate in composite drums with 208 square inches braking area; Series 75: 233 square inches braking area.

DRIVE SHAFT: Two universal joints of the needle roller bearing type permanently packed with lubricant requiring no service attention.

REAR AXLE: Hypoid rear axle, Cadillac design and manufacture. Semi-floating type, insuring quiet, dependable performance. Gear ratio 3.77 to 1; Series 75: Gear ratio 4.27 to 1. Optional economy axle ratio, for Series 61, 62, 60 Special, 3.36 to 1; for Series 75, 3.77 to 1.

STEERING GEAR: Recirculating Ball type—exceptionally smooth and practically frictionless. Design provides steering accuracy at all times.

FRAME: Tread—front 59"; rear, 63". Series 75: Tread—front 58½"; rear 62½". Rigid frame, X-type, with deep X-member junction and reinforced side members. Maximum depth 6⅞", flange width 2", thickness ⅝". Series 75: Maximum depth 7⅞", flange width Series 75, 2¼"; thickness, Series 60 Special, 75: ⅝".

RIDE STABILIZER: Double ride stabilizers—torsion bar-type front, cross link-type rear—hold car to level position and promote roadability and safety.

TIRES AND WHEELS: Slotted steel disc wheels with low pressure, 4-ply tires, 7.00 x 15. Series 75: Low pressure, 6-ply tires, 7.50 x 16.

FENDERS: Fenders and other sheet metal parts are treated with a rustproofing paint.

WHEELBASE: Series 61, 126". Series 62, 129". Series 60 Special, 133". Series 75, 136".

BODY TYPES: Series 61—Two, Series 62—Three, Series 60 Special—One, Series 75—Three. No-Draft ventilation and Turret-Top construction on closed models. Wide selection of color and upholstery options. Cadillac All-Weather Ventilation standard equipment on all models.

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.